

## CLAIMS

1. Cosmetic agent comprising two components with different functions and covalently linked to each other, the first component being a peptidic linker molecule with high affinity or binding specificity for keratin-containing material, and the second component being at least one cosmetic agent consisting of at least one known organic cosmetically active effector molecule.
2. Cosmetic agent according to Claim 1, characterized in that the said agent consists of at least one cosmetically active effector molecule or of several different cosmetically active effector molecules.
3. Cosmetic agent according to Claims 1 and 2, characterized in that the peptidic linker molecule has a chain length between 2 and 30 amino acids.
4. Cosmetic agent according to Claims 1 to 3, characterized in that the cosmetically active effector molecule has dyeing or coloring, cosmetic care-imparting, conditioning, protective, hardening ,softening, repairing and/or reconstituting properties.
5. Cosmetic agent according to Claim 4, characterized in that the cosmetic effector molecule comprises at least one dye, hair conditioner, combability improver, polymer, surfactant, amidoamine, betaine ester, ester quat, silicon polyol, fatty alcohol, chitosan, humectant, vitamin, provitamin, vitamin precursor, springiness improver, betaine, sugar or UV filter.
6. Cosmetic agent according to one of Claims 1 to 5, characterized in that more than one cosmetic effector molecule is linked with the peptidic linker and at least two different cosmetic actions are exerted, or that said agent is provided with different peptidic linkers having different binding strengths for keratin-containing material and to which are attached different effector molecules, or that said agent contains at least two different peptidic linkers differing in terms of their binding strength and binding sites on the keratin-containing material.
7. Use of a cosmetic agent according to Claims 1 to 6 for the cosmetic treatment of keratin-containing material in humans and animals.

8. Use according to Claim 7, characterized in that the keratin-containing material is animal or human hair.
9. Use according to Claims 7 and 8, characterized in that the cosmetic agent contains as the effector molecule a dye and that it is a hair colorant.
10. Use of a peptidic linker molecule and at least one organic cosmetically active effector molecule with dyeing or coloring, cosmetic care-imparting, conditioning, protective, hardening, softening, repairing and/or reconstituting properties for the preparation of a cosmetic agent.
11. Use according to Claim 10, characterized in that the cosmetic agent is a hair-treatment agent.
12. Use according to Claims 10 and 11, characterized in that the effector molecule is a dye and that the hair-treatment agent is a hair colorant.